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# Cultivating the Dialogue

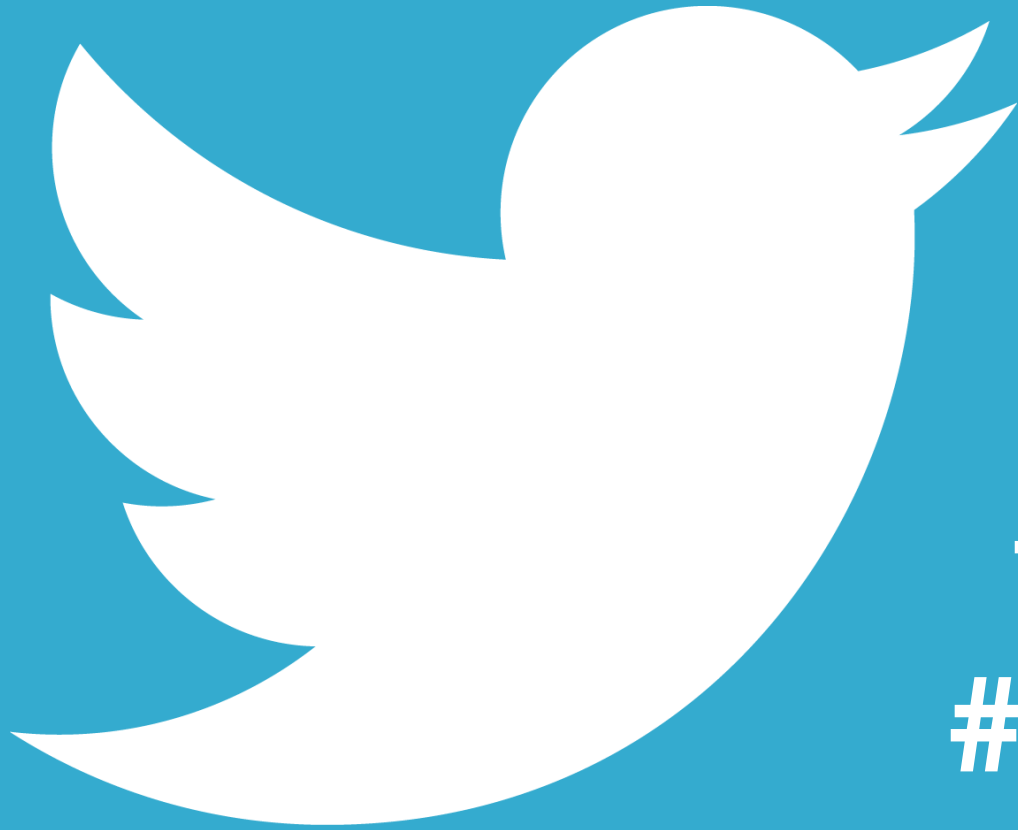


## **Social Media & Consumer Perceptions of Agriculture**

HELLO

my name is

Alison  
Kosakowski  
Conant



**#USDATMS**

**#AgOutLook**

**@vtfarmgirl**



Juvéderm  
injectable gel  
Instantly smooth your wrinkles

parentheses have a place  
but not on your face

CLEAR  
UltraMist  
BANANA BOAT  
KIDS  
SPF 110  
BROAD SPECTRUM

CANDY LAND  
Kingdom of Sweet Adventures

ESTAB 1883 - NEW YORK  
Rheingold  
Beer  
MADE WITH PAID BY  
BREINGOLD BREWING CO

New!  
Playtex  
Gentle Glide  
36 tampons

SHARP  
AQUOS





# Today's Agenda

1. Consumer Perceptions

2. The Challenge We Face

3. Social Media Solutions

4. Next Steps





# Farming Happens Here



# Advertisings Happens Here



# Plants & Animals?!









# Now What?

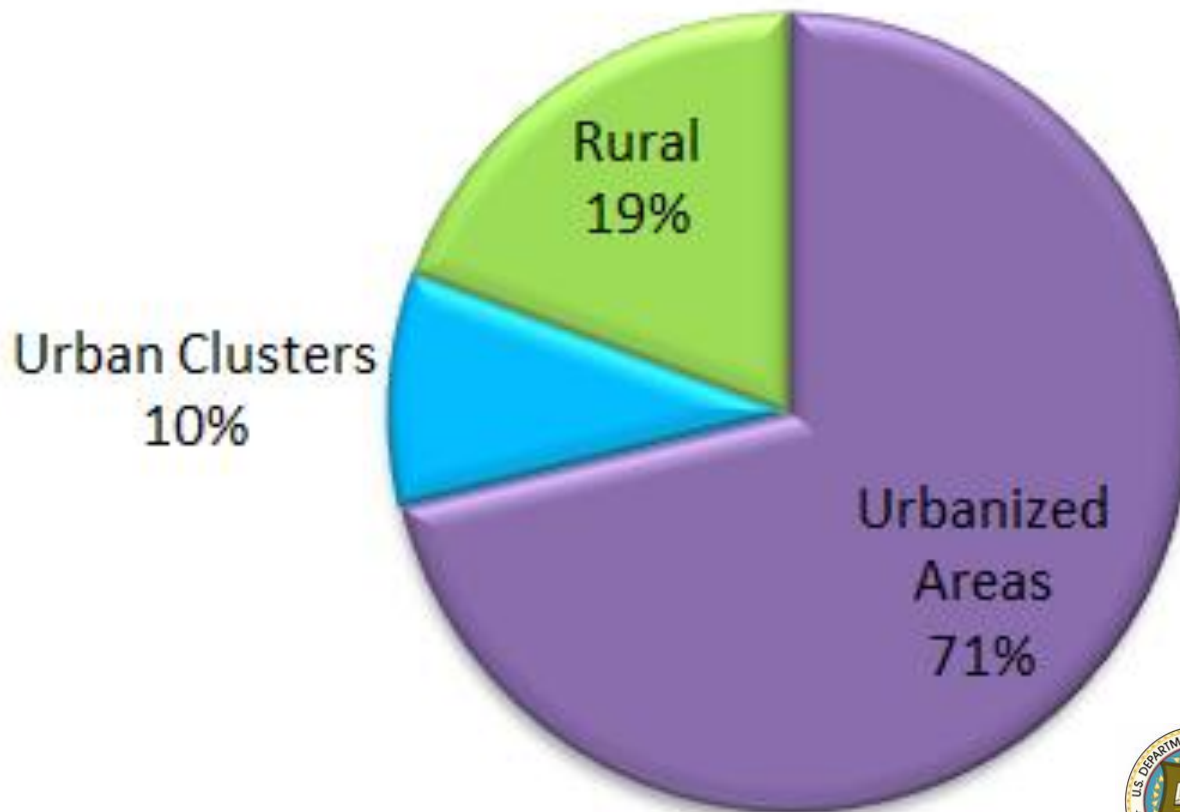


Farmers/Ranchers < 2%





# US Population 2010



# The other 98%



# Bridge the Gap





1.2 Billion users



1 Billion users



241 Million users



200 Million users



150 Million users



70 Million users

**Listen.**



**Organize.**



**Create.**



# ISTEN



**“Most people do not listen with the intent to understand; they listen with the intent to reply.”**

**-Stephen R. Covey**



# LISTEN!

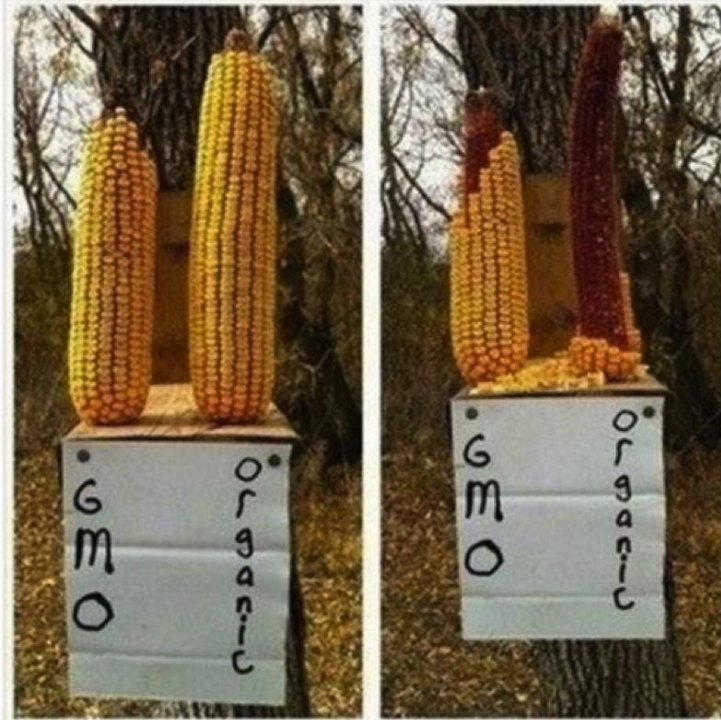
*What do you hear?*

- Concerns?
- Confusion?
- Contradiction?





# What matters to this person?



| Even the squirrels know. Via @progressiveparent

Like · Comment · Share · 30 minutes ago via mobile · 🌐

👍 [redacted] likes this.

👤 [redacted] Squirrels can read?!?

14 minutes ago · Like

Via [undergroundhealth.com](http://undergroundhealth.com)

L

# What do you wish they knew?



# Do we have common ground?



# How can I build a bridge?

**COCK-A-DOODLE-DOO!**  
**THERE'S**  
**POOP**  
**IN**  
**YOUR**  
**FOOD!!!**



[chewbacca.com](http://chewbacca.com)

[chewbacca.com](http://chewbacca.com)





J [redacted] @ [redacted]

2 mins

Just a few thoughts... I've got to rage against stuff, that's all the rage now.

Expand

← Reply ↻ Retweet ★ Favorite ... More



J [redacted] @ [redacted]

3 mins

Every day third world kids die from malnutrition or some other preventable tragedy, so shut up about how [redacted] your life is.

Expand

← Reply ↻ Retweet ★ Favorite ... More



J [redacted] @ [redacted]

4 mins

Second, food isn't a right/privilege, it's a good that must be paid for... Stop acting like I'm supposed to give a [redacted] you're not happy.

Expand

← Reply ↻ Retweet ★ Favorite ... More



J [redacted] @ [redacted]

6 mins

First off, urban people... Shut up about agricultural production practices... If you don't like it, get off you [redacted] and go farm/ranch.

Expand

← Reply ↻ Retweet ★ Favorite ... More



**“Most of the trouble in  
life comes from  
misunderstanding, I  
think”**

**— L.M. Montgomery**



## “Listen” Take-Aways:

Empathy is key!

Build understanding

No place for negativity

- ✓ Create lists of Influencers
- ✓ Follow key hashtags
  - #GMO
  - #AnimalLiberation
- ✓ Learn from friends *and* foes



# ORGANIZE

REVOLUTION





**“We are only as strong  
as we are united, as  
weak as we are  
divided.”**

**— J.K. Rowling**

**Harry Potter and the Goblet of Fire**



# 2012: #saveBillandLou



# Connect & Learn



**AGCHAT**<sup>SM</sup>  
FOUNDATION



FOUNDATION

# Cultivate Agvocates



**Mrs Zookeeper** @MrsZookeeper

27 Jul

I always liked taking my hard working farm kids to [@panerabread](#) Those days are over. Yes. Panera. My 18 hour work days supply you.



**Panera Bread** 

@panerabread



[@MrsZookeeper](#) We never intended to insult anyone with our EZ Chicken posts, especially farmers. We truly appreciate all their hard work.

3:24 PM - 27 Jul 2013



# Create Opportunity



# Advocate: USDA #MyFarmBill



Retweeted by [NOFA Vermont](#)

**Farm Service Agency** @usdafsa · Sep 24

We're still looking for [#MyFarmBill](#) stories! Check out what others have said & tell us what's at stake for YOU [ow.ly/p1FTb](http://ow.ly/p1FTb)

Expand

Reply Retweet Favorite More



**UnSqGreenmarket** @UnSqGreenmarket · Sep 26

[#MyFarmBill](#) supports 12,000 acres of small family farms who sell directly to NY'ers on 1.75 acres of UnSq Park. [pic.twitter.com/ISQhFV0F7q](http://pic.twitter.com/ISQhFV0F7q)



Expand

Reply Retweet Favorite More



## “Organize” Take-Aways:

**Social Media is a powerful way to connect within the ag community**

- ✓ **Identify Agvocates**
- ✓ **Find strength in numbers**
- ✓ **Build your professional network**
- ✓ **Create a collective voice**



# CREATE



 Like 25

 Tweet 102

 +1 11



**“Write it. Shoot it. Publish it. Crochet it, sauté it, whatever. MAKE.”**

**— Joss Whedon**

**Writer, Director, Producer**

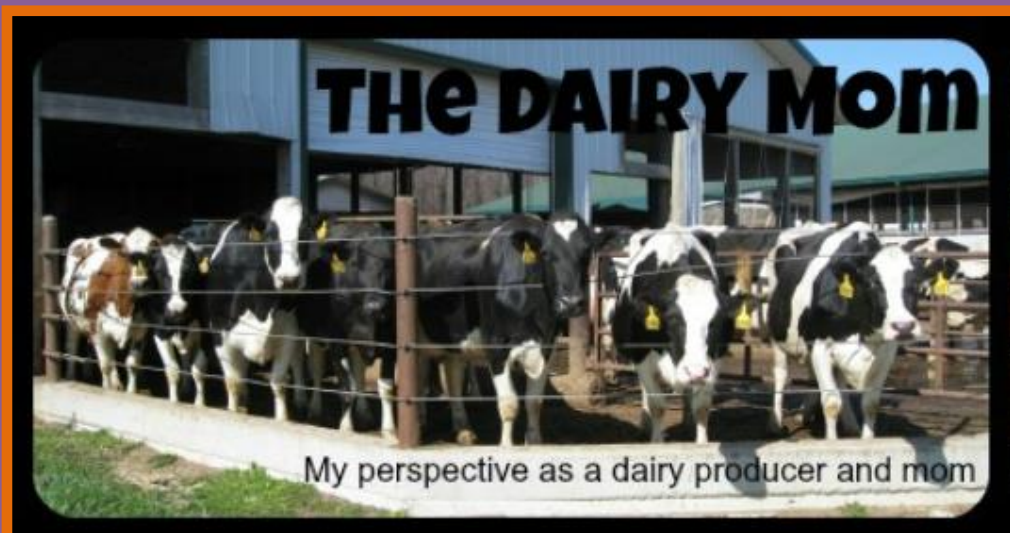




# 9 million views



# Farm Blogs



Diana Prichard:  
Righteous Bacon



**Sticky:  
Authentic  
Relatable  
Sharable**



## “Create” Take-Aways:

You can make a difference by telling your story

- ✓ Start small. It's easy!
- ✓ Capture & share everyday moments
- ✓ Send a *positive* message
- ✓ “Share” & re-post content from others
- ✓ Be sticky: authentic, relatable, sharable



**It can't wait**





# Start Today

Search out diverse points-of-view

Keep an open mind

✓ Search for 3 #hashtags

#frankenfood #factoryfarm #vegan

✓ Asses their concerns, confusion,  
contradictions

✓ What did you learn?





# Start Today

Find your people! #AgOutlook

✓ Make conf. connections count

Business cards →  

10 new connections!

✓ Mark your calendar for #AgChat

Tues 8-10pm EST



# Start Today

- ✓ Live tweet this conference  
#AgOutlook #USDATMS
- ✓ Commit to one ag-post per week
  - Photos
  - Ag Facts
  - Share/Retweets
  - Blog Comments

# We've Got What it Takes



# #AgOutlook

# Questions?



@vtfarmgirl